

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 27

KATZ INDEPENDENT TV SALES

People Make The Difference

Selling independent stations effectively takes the concentrated efforts of strong management, sales, marketing, research and programming specialists. Katz Independent Television Sales has them all.

Katz Independent has the most experienced management team, the most aggressive sales force and the most sophisticated independent sales support and marketing operation in the business.

Katz Independent is the best because we have the best people—people who are committed to maximizing sales opportunities. People who are dedicated to the growth of independent stations.



Katz Independent TV Sales. The best.

KATZ INDEPENDENT TV SALES / A DIVISION OF KATZ COMMUNICATIONS INC.

BEST AVAILABLE COPY

52d Year 1983

Special report: Independents
IN THE NEWS
HBO-MM co-production
deal ☐ Belo's big buy
NPR struggles

Broadcasting Jun 27

Prospects for a TV dereg rulemaking □ CPB to come to NPR's aid □ Belo makes record \$606-million buy □ Special report: state of the independents □

TV DEREG □ FCC is scheduled to issue notice of proposed rulemaking outlining guidelines for deregulation of television. **PAGE 35.**

PUBLIC BAILOUT □ Corporation for Public Broadcasting makes move to help stem National Public Radio's budget shortfall. **PAGE 35.** NPR's week of upheaval; the board chairman resigns and the network finds itself \$9 million in the red. **PAGE 36.**

MARRIAGE OF CONVENIENCE □ Metromedia and Home Box Office announce agreement whereby HBO productions eventually will be carried on Metromedia's ad hoc network. **PAGE 39.**

COIN FLIP □ The local May sweeps were so close that the three network tabulations produce three different results. **PAGE 39.**

COLINO COMMAND □ Former Comsat executive Dennis Colino takes over the helm as director general of Intelsat. **PAGE 42.**

SPECIAL REPORT: INDEPENDENTS' DAYS □ Television's kid brother comes of age with lucrative times and the prognosis for better ones ahead. **PAGE 49.** The lack of what made many independents—quality off-network programming—is causing many to think hard about going into program production. **PAGE 54.** Prices for station sales are rivaling those of network affiliates. **PAGE 63.** A look at the superstition phenomenon. **PAGE 68.** Advertisers, agencies and reps are viewing independents in a more favorable light these days. **PAGE 71.**

C-DAY IN JUNE □ Cable executives review

upcoming programming plans at Cable Day in Beverly Hills. **PAGE 72.** Wheeler lays into cable's critics. **PAGE 73.**

BELO BONANZA □ Dun & Bradstreet sells Corinthian TV stations to Belo Broadcasting for record \$606 million. **PAGE 78.**

CHAPTER TWO □ House Telecommunications Subcommittee begins hearings on cable deregulation. **PAGE 81.**

BREWHAHA □ Stroh Brewing threatens to sue networks over advertiser exclusivity on sports events. **PAGE 79.**

COMMISSIONER RETROSPECTIVES □ Liberal-minded Joseph Fogarty and short-tenured Steve Sharp vacate the FCC this week, as part of legislation to reduce the commission to five. **PAGES 83-84.**

MANAGEMENT MOVES □ ABC forms new division, ABC Broadcast Group, with Thomopoulos at the helm. Erlich becomes ABC Entertainment president. **PAGE 87.**

CABLE'S CHAMPION □ Former NCTA executive and Hearst/ABC marketer Kathryn Creech aims to bring the public the good news of cable through the Council of Cable Information. **PAGE 91.**

KENTUCKY WOMAN □ Outgoing Broadcast Promotion Association President Anne Coleman's talent and determination helped her to ascend to the executive positions she holds at BPA and WAVE-TV in Louisville, Ky.

INDEX TO DEPARTMENTS

Business	78	Datebook	24	In Brief	116	Open Mike	30
Business Briefly	14	Editorials	118	Information Age	92	Programming	72
Cablecastings	10	Fates & Fortunes	111	Law & Regulation	81	Riding Gain	76
Changing Hands	88	Fifth Estate	115	The Media	87	Stock Index	80
Closed Circuit	7	For the Record	95	Monday Memo	22	Telecastings	94

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$60, two years \$115, three years \$160. Canadian and other international subscribers add \$20 per year. U.S. and possessions add \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$75, *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS ■ American Medicine News Service 70 □ Arbitron Ratings Co. 56-57 □ The Bennett Group Second Cover 3 □ Blackburn & Co., Inc. 88 □ Blair Television 32-33 □ Capital Cities Television Productions 28-29 □ Classified Ads 100-110 □ Colbert Television Sales 6 □ Columbia Pictures Television 4 □ Continental Electronics 95 □ Dalsat Satellite Communications 13 □ Eastern Institute of Commercial Broadcasting 92 □ Embassy Telecommunications 59-67 □ 61-62 □ The Fetzer Stations Third Cover □ Gabriel Awards Bridge Productions 10 □ Gannett Television Stations Fourth Cover □ The Ted Hepburn Co. 89 □ Kalil & Co., Inc. 77 □ Katz Independent TV Sales Front Cover □ KHJ-TV 23 □ LeParc Hotel 111 □ Lorimar 19 □ MGM/UA Entertainment Co. 8-9, 48 □ Metromedia Television 65 □ Mutual Broadcasting System 27 □ National Independent Specialists 50 □ Orion Entertainment Corp. 11 □ Paramount Television 44-45 □ Professional Cards 99 □ Service Directory 98 □ Standard Rate & Data Service, Inc. 93 □ Stolze Software Systems, Inc. 87 □ Sunbow Productions 25 □ William B. Tanner Co., Inc. 113 □ TeleRep, Inc. 69 □ Tribune Broadcasting Co. 47, 52-53 □ 20th Century Fox Television 31 □ The United Stations 34, 43 □ Viacom 20-21 □ WJIM-TV 55 □ Worldvision Enterprises, Inc. 14, 15, 16-17 □ WPMI-TV 67 □

Independent TV: It's come a long way

The country's non-affiliated stations are doing very well these days, with more and better programming translating into more viewers and, finally, a prospering bottom line

Independent television stations are on a roll these days, growing in number and importance, in audience and advertiser acceptance and, therefore, in revenues as well, and they're shooting for a one-fourth share of all TV station time sales no later than next year.

In 1982, independent TV's time sales—national spot and local—reached an estimated \$1.648 billion, up 22% from the year before. This year they are expected to total about \$1.92 billion, a gain of 16%. Next year, independents are looking for at least a 15% gain, taking them to \$2.216 billion, 25% of the projected industry total. In time sales revenues, that would make them the equivalent of a network lineup. By 1990 they hope to be getting 28% of a \$16.587-billion pie (see table).

These projections were developed for BROADCASTING by the Association of Independent Television Stations. They assume

continuation of current basic industry trends and are described by INTV officials as conservative in all respects.

The stand-out trend among independents in recent years has been growth, not only in revenues but conspicuously in number of stations, the increasing number of major group broadcasters attracted to the field and steadily rising prices being paid for independents in the marketplace (see story page 63). In its latest census, completed last month, INTV counts 179 "true commercial independents," meaning that this count excludes religion-oriented and other independents that do not sell time (see pages 64 and 66).

By the end of this year, says INTV President Herman Land, the number could reach or pass 200. In the past 18 months alone, more than a score of markets have gotten their first independents—and others have seen their second, third or fourth independents go on the air. And the land rush continues. By INTV's count, 29 construction permits are currently outstanding—and almost by definition, new stations these days tend to start out independent.

The land rush and the accelerating flow of revenues should not be interpreted as mean-

ing that an independent is an automatically profitable business. For almost half of them, in fact, it is still unprofitable.

In 1980, the last year for which the FCC collected financial data from stations, 45% of the independents were pronounced unprofitable—and two-thirds of those losers put their losses at more than \$400,000 that year. Given the number of stations that have gone on the air since then, plus the experience that—with a few exceptions—new stations need at least a year or two to find the black, leaders estimate that the loss ratio is still around 45% and perhaps a bit higher.

The profits can be pretty good when they come, of course. Of 1980's money-makers, 70% reported profits of \$1 million or more, and over 25% of those had profits ranging between \$5 million and \$15 million.

INTV hopes to add impetus on the road to revenues and profits with a major study whose full details will be presented to advertising agencies at a breakfast meeting in New York tomorrow (June 28). The study, done for INTV by the Simmons Market Research Bureau and previewed for INTV members at their convention five months ago (BROADCASTING, Jan. 24), stresses that

Looking ahead: Independent time sales, 1975-1990

Here are the Association of Independent Television Stations best current estimates of how TV station time sales will go, year by year, through 1990. INTV, which developed them for BROADCASTING, emphasized that they are conservative projections but, being based on assumptions that current basic trends will continue without major change, are subject to revision if major trend changes do occur. They also deal with time sales alone (national spot and local), since that is the basis on which the FCC reported revenues through 1980, when it stopped altogether. The two columns at the left are projections of the national spot and local time sales of all TV stations and the year-to-year percentage gains they represent. The three columns at right offer similar projections for independent stations, along with the share of the total that these represent. Figures for 1975 and 1980 are the FCC's; the others are INTV projections from that base, taking into account data from the Television Bureau of Advertising, Blair Television and INTV's own research.

	All stations' spot and local sales	% increase	Independents' spot and local sales	% increase	% of total
1975	\$2,565,000,000	9	\$401,000,000	17	16
1980	5,471,000,000	12	1,087,000,000	23	20
1981	6,275,000,000	15	1,351,000,000	24	22
1982	7,197,000,000	15	1,648,000,000	22	23
1983	7,989,000,000	11	1,920,000,000	16	24
1984	8,868,000,000	11	2,216,000,000	15	25
1985	9,843,000,000	11	2,532,000,000	14	26
1986	10,926,000,000	11	2,867,000,000	13	26
1987	12,128,000,000	11	3,245,000,000	13	27
1988	13,462,000,000	11	3,673,000,000	13	27
1989	14,943,000,000	11	4,118,000,000	12	28
1990	16,587,000,000	11	4,616,000,000	12	28



Kamin

independent and affiliated-station audiences do not differ significantly in key socio-economic demographics or in product-usage characteristics.

In short, the report asserts, the proportion of \$35,000-household viewers—or of college graduates, or people who have bought a car the last two years, or who drink imported wine, or eat frequently at fast-food restaurants, or whatever—is substantially the same in independent station audiences as in affiliated station audiences.

"With upscale viewers," INTV's presentation maintains, "independent stations perform as well or better than affiliates in all dayparts—and in virtually all of some 500 product/service usage categories as well."

On top of that, the presentation continues, "independent counterprogramming delivers a significant advantage in audience composition" for adults aged 18-49 in all dayparts except prime time, for adults 25-54 in late afternoon, early fringe and prime access and for men 18-plus in prime time and late fringe.

INTV hopes to use the study not only in selling independents against affiliates but also, through its product-usage findings, to attract advertisers into dayparts they haven't tried before. The study found audience composition levels so evenly distributed, not only between affiliates and independents but also across most dayparts, for so many product categories, that INTV hopes to show advertisers that they can often benefit by using dayparts that in the past they have avoided in the belief that not enough of their key prospects would be watching.

As one example, INTV notes: "Advertisers seeking men once saw late-evening news as the prime choice. Now there's a positive alternative that offers big benefits— independent stations after 8 p.m."

The study also found that in markets with both affiliates and independents, there is almost no such thing as an "affiliate viewer" or an "independent viewer." On a total day basis, the results show, four out of five adult viewers watch both affiliates and independents. This sort of duplicated viewing, INTV asserts, has become "the rule."

INTV also hopes the study will help get rid of some of the restrictions that many agencies still impose on their buying—restrictions that theoretically apply to all spot buys but seem to hit independents far more often

than affiliates. There is less of this now than there used to be (see story, page 71), but leaders say virtually all agencies have at least one hurtful restriction, usually some sort of minimum rating requirement.

To illustrate the problem—and show that advertisers can solve it to their own advantage—INTV compares what it calls two "actual aired schedules." At no difference in cost, one campaign achieved 428 gross rating points and the other 563 GRP, by increasing the independent share from 12% of the total to 42%. In the process, INTV calculates, average frequency was increased by 22.4%, and effective reach by 16.5% and 33.2%.

"The bottom line," says an INTV summary, is that "restricted buying guidelines also restrict advertising results. Increased use of independent stations will enhance overall effective reach while providing the same audience quality, both demographically and among product users, as affiliates." It calls upon advertisers and agencies to "open up buying guidelines to select the most efficient program alternatives among all dayparts and stations to deliver the greatest exposure value."

In other words: Give independents a fair shake—and a fair try.

The study was conducted by Simmons in 38 major markets where independents and affiliates compete. There were 115 affiliates and 60 independents in the markets. The survey covered 10,175 adults aged 18 and over. Viewing is reported by average half-hour within each of nine major dayparts (daytime, late afternoon, early fringe, prime, prime access, late fringe, late evening, weekend and total day), and cross-tabulations are available for 24 demographics, 500 products and services and 3,000 brands, plus buying styles, psychographics and media habits.

"People watch programs, not stations." That is another of the presentation's messages. It has long been a familiar cry among independents—and it brings to mind what independents almost certainly consider the most serious concern facing them today: the FCC's proposal to repeal its rules banning network participation in the ownership of nonnetwork-produced programs and in the syndication of programs in the U.S.

The networks devoutly want repeal—and the independents (and program suppliers) devoutly want the rules kept intact.



Land

The networks contend they need—and are entitled to—freedom to compete in the program business without restraints that apply to them alone. Independents contend that what the networks really want is to put a crimp in the competition they're getting from independents, and that they would do this by denying or limiting independents' access to the kinds of off-network programs that independents say have been their salvation.

Actually, INTV President Land says, much of the independents' progress over the years has stemmed from "regulatory encouragement."

"Success didn't just happen," he says. "It took effort to build a marketplace. But the regulatory environment has been good, [based on] desire and need for an alternative to the networks."

Land ticks off some of the highlights. The all-channel law put UHF reception into every new TV set. The FCC pushed insistently for better UHF reception. The FCC's prime time access rule put the networks out of action for a half-hour each evening and, with the network syndication and financial interest rules, helped the independents establish "strong anchor positions early in the evening."

PTAR no longer seems in danger of repeal, but the commission's proposal to lift the two other bans has created widespread concern among the independents. Land says he gets far more calls about this from his members than about any other subject.

Both sides have amassed large quantities of ammunition that go to the heart of the independent business.

One of the items in the networks' arsenal is a study that seems, on its face, to support the network claim that the programming at issue in the FCC proceeding has not, repeat not, been a factor in the growth of independents and therefore is irrelevant to the outcome.

This is a tracking of ratings, compiled by NBC, to show that since 1971—just before the syndication and financial interest rules went into effect—all the real growth in independents' share of audience has come from new and improved UHF facilities and better UHF reception, not from the independent V's.

If post-rules programs had been vital to the independents' gains, according to this argument, the old-line, "classic" VHF independents—well established and for the most part in the forefront of buying big off-network hits—should have shown a sharp rise in audience share after the rules took effect. Yet, in fact, the networks contend, Nielsen ratings in the top 20 markets show that the average VHF independent has done no better than hold its own—and that in both early fringe, the most lucrative daypart for independents, and late fringe its share has actually declined.

Thus, according to the NBC compilation, the average independent V in the top 20 markets went from a 23.5 share in early fringe in 1971 to a 22.5 share in 1976 and a 21.0 share in 1982 (shares are from Nielsen figures for February of each year). In late fringe, the average independent V in the top 20 markets went from 16.3 in 1971 to 12.3 in 1976 and

back as far as 13.8 in 1982. Actually, according to these figures, the 13.8 average in 1982 was a 10th of a point below the average in 1966.

On the other hand, this study shows, the average UHF independent in the same markets rose from a 7.4 share in early fringe in 1971 to a 10.6 in 1976 and a 13.5 in 1982, while its late-fringe shares went from a 3.2 to a 3.3 and, in 1982, a 7.1.

By these figures, between 1971 and 1982, the average independent V's share declined 10.6% in early fringe and 15.3% in late fringe, while corresponding U's shares increased 82.4% and 121.9%.

In fact, the figures say, during five years (1966-1971) before the rules went into effect, the average independent V increased its share by 8% in early fringe and by 17% in late fringe, and declines set in after they were adopted.

INTV hoots at this approach. Howard Kamin, INTV marketing vice president, dismisses the "average-station" argument as "sophistry of the highest order," because the lower ratings of newer stations "depress the averages." This approach, he argues, "masks an indisputable trend—-independent stations' ratings are significantly higher and network affiliates are down."

Using the same 20 markets and the same end dates (1966 and 1982), Kamin says that the number of independent V's increased to 17 from 15, and the number of independent U's to 30 from six, and he cites ratings data to show that independents' gross share increased 147% on a total-day basis, and by 128% in early fringe and 114% in late fringe.

Kamin also cites a study INTV did early this year comparing ratings and shares of independents with those of affiliates in 37 markets that had independents in 1972. In those 37 markets, according to the analysis, on a 9 a.m. to midnight basis, the gross household rating of independents rose 40% between 1972 and 1982, while the affiliates' gross household rating declined by 11%; the independents' share grew by 31% and the affiliates' share declined by 15%; the average independent station rating went up 2%, from a 4.1 to a 4.2 (held down, INTV says, by lower ratings of the 20 new UHF stations that went on the air in the interim), while the average affiliate rating dropped 11%, from a 9.7 to an 8.6.

"Undoubtedly," Kamin says, "increased competition from cable and the growth in independent stations from 51 in 1972 to 71 in 1982 accounts for this loss in affiliate rating and share." And he feels that "the affiliates' aggressive thrust" for repeal of the rules "is not a reaction to cable but an attempt to blunt the threat that independents represent to the networks."

That argument, like the debate over the rules, is not likely ever to be settled to everybody's satisfaction. But quite apart from the argument and the rules, many independents see programming as a specially promising area these days. They cite the increasing number and success of ad hoc networks in particular and predict that, as one put it, "you're going to see a lot of change taking place in the next year or two as a result of programming." As the INTV presentation says: "People watch programs, not stations." □

Programming: the crucial element in the equation

Independent stations are finding innovative solutions to the never ending problem of how to fill the schedule

For independent television station operators, programming is likely to represent the area of most frustrating yet exhilarating challenge in the coming decade. Traditional supplies of off-network series and movies are dwindling as cable's influence grows, and although alternatives are being developed in original syndication and expanded local programming efforts, those, especially the former, bring with them far greater risk than most independents have ever had to face.

In the past year, barter has grown dramatically as a means for financing both original and off-network programming and introduced a new twist into an independent programmer's equation for assembling a lineup that works. Programmers must exercise far greater caution in choosing among barter programs today or find themselves faced with a serious shortage of advertising inventory.

Despite the uncertainties in such a changing landscape and the threat of regulatory changes that independents believe would seriously undermine what remains of their future supply of off-network programming, station operators contacted in recent weeks seemed overwhelmingly optimistic about their future. Managers at the helm of stations in markets of every size maintain that the key to their success in the past and present—the flexibility to counterprogram network affiliates and the willingness to experiment—will be even more important as their key to success in the future.

Although its effects are not likely to be significantly felt for several years, the most important trend under way in independent programming is investment in first-run syndicated fare. Metromedia Inc., which last week announced plans to co-produce original movies with Time Inc.'s HBO for airing on a prime time entertainment network (see "Top of the Week"), is leading the way in clearing and producing first-run programming. In addition to giving major-market clearances to new episodes of MGM/UA's *Fame* and D.L. Taffner Ltd.'s *Too Close For Comfort*, the company is the largest equity partner in The Bennett Group's *Breakaway*, owner of 25% of TeleRep Program Enterprises' *Starsearch* and a partner in MGM/UA-InterMedia Entertainment's *Thicke of the Night*.

At Metromedia's WNEW-TV New York, eight of 10 new programs to go on the air this fall will be first run, according to John Von Soosten, vice president and program manager. That compares with three new first run vehicles and two new off-network series added last fall.

The push toward more first-run programming is in part hedge against the possibility of repeal of the FCC's financial interest and syndication rules, according to Robert Ben-

nett, president of Metromedia Broadcasting and Production, but it is also part of a drive for higher ratings. *Fame* has a good chance at averaging a 10 rating on most stations set to carry it, he said, and that is double what many independents capture now in prime time. If *Thicke of the Night* is a hit, Metromedia and stations airing it will have a 90-minute block five days each week in which to sell advertising at premium rates. "Thicke isn't a program," said Bennett, "it's a day-part."

Although Von Soosten and many other programmers regard the growth of first-run series on independent stations as a "healthy trend," there is nonetheless considerable concern among programmers about the risks involved. Unlike network affiliates, independents must fill an entire program day, every day, with fare they have purchased from a variety of sources. The shrinking supply of successful off-network series "is a serious problem," said Lucie Salhany, vice president for programming, Taft Broadcasting and Cable, while the risks involved in first-run production "are tremendous." To be able to develop first-run programming on their own, independents will have to band together into a variety of buying and production consortiums, she said.

Still, independents are facing the challenge of tremendous change in their programming sources from a position of strength. According to figures from A.C. Nielsen Co., compiled by the Association of Independent Television Stations, the average prime access audience share for independent stations in the top 20 markets grew six points from February 1979 to February 1983, while the average combined share of affiliated stations dropped eight points. In early fringe, independents in those markets gained four share points on average while affiliates lost five and in late night, independents gained six points while affiliates lost 13. In prime time, where independents are just beginning to make headway, their average gain was one point, while affiliates' loss was five points.

Better selection and promotion of prime time movies, improved prime time newscasts and increased use of specials, such as movies from Operation Prime Time and the SFM Holiday Network are most often cited by programmers as the source of higher ratings. Alan Bell, vice president and general manager at Cox Broadcasting's KTVU(TV) Oakland, Calif., believes the use of prime time specials by independents will increase substantially in the coming years. "Independents are ready to try things," he said.

Despite the risk, greater use of original programming will help further blur the difference between independent and affiliate stations in the viewers' minds in the coming years, said Bell. "We are seeing a process of equalization get under way."

While the major effects of buying consortiums, networking attempts and co-produc-

Hal Linden □ Outstanding special classification of outstanding individual achievement—performers, *FYI* (ABC).

Michael Bronson, Clemente D'Alessio and Samuel Eifert □ Outstanding program achievement in the performing arts—producers [a tie], *Hansel and Gretel: Live from the Met* and *Zubin and the I.P.O.* (PBS and NBC, respectively).

Jay David Saks □ Outstanding individual achievement in any area of the performing arts—audio, *Hansel and Gretel: Live from the Met* (PBS).

Zubin Mehta □ Outstanding individual achievement in the performing arts—performers, *Zubin and the I.P.O.* (NBC).

Technical crafts

Dick Schneider □ Outstanding achievement in the coverage of special events—producers, *Macy's Thanksgiving Day Parade* (NBC).

Terry Rohnke, Mike Bennett, Carl Eckert, Eric Eisenstein, Barry Frischer, Bill Goetz, Steve Gonzalez, Dave Hagen, John Hillyer, Gene Martin, Don Mulvaney, John Pinto □ Outstanding individual achievement in the coverage of special events—technical direction/electronic camerawork, *Macy's Thanksgiving Day Parade* (NBC).

Robert Ryan □ Outstanding individual achievement in cinematography, *Lorne Greene's New Wilderness* (SYN).

Les Brown □ Outstanding individual achievement in film editing, *Lorne Greene's New Wilderness* (SYN).

John N. Castaldo □ Outstanding individual achievement in audio, *Donahue* (SYN).

Jack Urbont □ Outstanding individual achievement in musical composition/direction, *Lorne Greene's New Wilderness* (SYN).

Nicholas Hutak □ Outstanding achievement in lighting direction, *Remote: Franconia Notch* (CBS).

ACT announces award winners

KGO-TV San Francisco and WBZ-TV Boston were the commercial television winners at Action for Children's Television's annual awards ceremonies.

At Boston festivities marking the organization's 15th birthday, KGO-TV received an award for *Dudley's Diner*, which ACT said takes a "kids-eye look at the world with wit and wisdom," and WBZ-TV won for *Superkids*, which ACT praised for "exploring the activities that make all children super kids."

There were four cable TV prize winners. Home Box Office was honored for "acknowledging the pay movie channel's young audience" with *Fraggle Rock*, and *Learning Corporation of America Short Stories Series*. JBC Productions' *Kids View* was praised for letting young reporters "give a fresh twist to an interview format." Warner Amex Satellite Entertainment Co.'s Nickelodeon service was given an award for *Livewire*, *Kids' Writes*, *Pinwheel* and *Against the Odds*. Youth Vision Inc. was honored for its *Youth Vision Series*, which ACT called a "creative anthology by and for young people."

Public broadcasting awards went to the Agency for Instructional Television's *Give and Take*, the Educational Film Center's *Powerhouse*, Family Communications Inc. for *Mister Roger's Neighborhood* and TVOntario, Toronto, for *The Music Box*.

ACT's Corporate Honor Roll award went to Kellogg Co. for financing the new public TV series *Reading Rainbow*, and special awards were given to the John and Mary R. Markle Foundation, the National Captioning Institute and the Public Broadcasting Service.

The winners in ACT's first TV/radio health spot competition were ABC-TV, for health and nutrition "commercials;" The American Dental Association, for *Chewing Tobacco* and *Don't Get Bad Mouthed*; Baron Productions, for *From Me to You* PSA's; Capital Cities TV Productions, for *Leadfoot*; KATU-TV, Portland, Ore., for the *Great Kids* community PSA campaign, and Professional Media Services and Planned Federation of America, for *Male Involvement in Family Planning*. □



Goldilocks. Action for Children's Television bestowed three awards on institutions most responsible for making TV bearable for America's young audiences. L-r: Jane Norman of the National Captioning Institute accepting the Sharing Bear; Peggy Charren, ACT president, holding the Daring Bear, presented to the John and Mary Markle Foundation, and Larry Grossman, Public Broadcasting Service president, accepting the Caring Bear.

Ratings Roundup

With all but two hours of its schedule devoted to reruns, CBS-TV won the prime time ratings for the week ending Sunday, June 19, averaging a 13.1 rating/25.7 share. NBC-TV, which aired six-and-one-half hours of original programming, finished second (12.2/23.8), while ABC-TV, which included three hours of major league baseball and two hours of USFL football in a total of seven hours of original programming, finished third (11.2/16.6).

Monday Night Baseball on ABC averaged a 9.8 rating/18 share, finishing behind CBS's series lineup as well as NBC's made-for-TV movie, *Bare Essence* (13.5/24). A documentary, *Body Human: The Living Code* (11.8/24) contributed to an overall 15.2/28.3 for CBS that night.

The week's highest-rated original program was a Barbara Walters special (15.3/26), aired Tuesday on ABC, but the network came in second that night overall (13.5/25.1) behind NBC (14.7/27.4), which ran reruns of its series lineup.

On Friday, a United States Football League game averaged a 4.8/10 and contributed to a 5.8/12 average on ABC for the night. NBC won the night, averaging a 14/28.6 with a lineup that included a rebroadcast episode of *Eisched* (15.3/30), a series it has revived for summer replacement.

CBS won Monday, Wednesday, Thursday and Sunday while ABC won Saturday. CBS had 13 programs in the top 30, NBC had 11 and ABC had seven. In the evening news ratings, CBS was first (10.9/25), followed by NBC (8.6/20) and then ABC (7.7/18).

The First 20

1.	<i>Newhart</i> (R)	CBS	17.9/31
2.	<i>Knight Rider</i> (R)	NBC	17.7/35
3.	<i>Trapper John, M.D.</i> (R)	CBS	17.4/31
4.	<i>A-Team</i> (R)	NBC	17.3/35
5.	<i>Cagney & Lacey</i> (R)	CBS	17.2/31
6.	<i>Hill Street Blues</i> (R)	NBC	17.1/33
7.	<i>M*A*S*H</i> (R)	CBS	17.1/31
8.	<i>Jeffersons</i> (R)	CBS	16.7/31
9.	<i>Archie Bunker's Place</i> (R)	CBS	16.1/28
10.	<i>Barbara Walters Special</i> (S)	ABC	15.8/28
11.	<i>60 Minutes</i>	CBS	15.7/36
12.	<i>Simon & Simon</i> (R)	CBS	15.7/29
13.	<i>Magnum, P.I.</i> (R)	CBS	15.3/31
14.	<i>Eisched</i> (R)	NBC	15.3/30
15.	<i>ABC Sunday Night Movie: "Telefon"</i> (R)	ABC	15.1/27
16.	<i>Remington Steele</i> (R)	NBC	14.7/26
17.	<i>Love Boat</i> (R)	ABC	14.6/29
18.	<i>Family Ties</i> (R)	NBC	14.6/29
19.	<i>CBS Saturday Night Movie: "Love & Bullets"</i> (R)	CBS	14.4/29
20.	<i>Cheers</i> (R)	NBC	14.4/26

The Final Five

68.	<i>Bring 'Em Back Alive</i> (R)	CBS	6.8/14
69.	<i>Seven Brides For Seven Brothers</i> (R)	CBS	6.6/15
70.	<i>Voyagers</i> (R)	NBC	6.6/15
71.	<i>Monitor</i>	NBC	5.9/12
72.	<i>USFL Football Special: "Chicago vs. Buffalo"</i> (S)	ABC	4.8/10

■ **WVNI-FM Newark, N.J.** (100.3 mhz, 24 kw, HAAT: 670 ft.)—Granted assignment of license from Sabre Broadcasting Corp. to Malrite of North Carolina Inc. for \$8.5 million ("Closed Circuit," April 11). Sabre is owned by Herbert Salzman (30%), Donald G. Softness, Samuel Wyman and Donna B. Atwater (23.3% each). It is also selling WVNI(AM) Newark, N.J. (see above). Buyer is Cleveland-based owner of six AM's, six FM's and four TV's. It has also purchased WCTI(TV) New Bern, N.C. (see below) and, subject to FCC approval, WXIX-TV Cincinnati. Milton Maltz is chairman and Carl E. Hirsch is president. (BAPLH-830421HW). Action June 7.

■ **WCTI(TV) New Bern, N.C.** (ABC, ch. 12; 316 kw vis., 31 kw aud.; HAAT: 1,923 ft.)—Granted assignment of license from Malrite of North Carolina Inc. to Heritage Broadcasting Co. for \$9 million. Seller also bought WVNI-FM Newark, N.J. (see above). Buyer is recently formed subsidiary of ICI Corp., Detroit-based construction equipment company. Heritage is headed by Mario F. Iacobelli, president (80%), and Robert N. Smith, vice president (20%). Smith is applicant for 39 low-power TV stations. Iacobelli has no other broadcast interests. (BALCT-830421KF). Action June 7.

■ **WRFD(AM) Columbus-Worthington, Ohio** (880 khz, 5 kw-D, DA)—Granted transfer of control of Salem Media of Ohio Inc. from Stuart W. Epperson (51% before; 50% after) to Edward G. Atsinger III (49% before; 50% after). Consideration: \$100. Principals: Seller has interest in four AM's and two FM's. Buyer has interest in four AM's and four FM's. (BTC-830414FN). Action June 3.

■ **WRZK(AM) Algood, Tenn.** (1590 khz, 500 w-D)—Granted assignment of license from Dean & Cravens to Manna Broadcasting Co. Inc. for \$125,000. Seller is owned by R. Gene Cravens, president, and Fred Warren Dean Jr. (50% each). They have no other broadcast interests. Buyer is equally owned by Dwight Henry, Dr. Kenneth Ray Martin and Dale Edward Jones, who have no other broadcast interests. (BAL-830411FC). Action June 1.

■ **WINT-TV Crossville, Tenn.** (ch. 20; 18.6 kw vis., 3.71 kw aud.; HAAT: 1,800 ft.)—Granted assignment of license from WCPT(TV) Inc. to WINT-TV Inc. for \$50,000 plus other considerations. Seller is owned by Cal C. Smith, president (51%), and John A. Cunningham (49%). Smith also owns WRSL-AM-FM Stanford, Ky. Cunningham will become 10% owner of new licensee. Buyer is owned by Larry D. Hudson, president (90%), and John Cunningham (10%). Hudson also owns cable system in Jefferson county, Mo. (BAPLCT-830418KG). Action June 3.

■ **WDBL-AM-FM Springfield, Tenn.** (1590 khz, 1 kw-D; FM: 94.3 mhz, 3 kw, HAAT: 215 ft.)—Granted assignment of license from Middle Tennessee Enterprises Inc. to DBL Broadcasting for \$530,000. Seller is owned by H.A. Webster, president, who has no other broadcast interests. Buyer is owned by Terry E. Forcht, who also owns WHIC-AM-FM Hardinsburg and WAIN-AM-FM Columbia, Ky. (BALH-830425HZ, GE). Action June 10.

Facilities changes

AM applications

Tendered

■ **WRDJ (1490 khz) Samson, Ala.**—Seeks CP to change frequency to 1350 khz; change hours of operation to day only; change city of license to Daleville, Ala.; change TL, and make changes in ant. sys. Ann. June 13.

■ **KFBR (1340 khz) Nogales, Ariz.**—Seeks CP to increase day power to 500 w. Ann. June 15.

■ **KLIT (800 khz) Brighton, Colo.**—Seeks CP to increase power to 1 kw and install DA-D. Major environmental action under section 1.1305. Ann. June 13.

■ **WCLB (1540 khz) Camilla, Ga.**—Seeks CP to change frequency to 1400 khz; change hours of operation to unlimited by adding night service with 250 w, and make changes in ant. sys. Ann. June 14.

■ **WTMT (620 khz) Louisville, Ky.**—Seeks CP to change hours of operation to unlimited by adding night service with 500 w and install DA-2. Major environmental action under section 1.305.

■ **WACK (1420 khz) Newark, N.Y.**—Seeks modification of CP (BP-801230AE) to make changes in antenna system. Ann. June 17.

■ **WESC (660 khz) Greenville, S.C.**—Seeks CP to increase power to 50 kw. Ann. June 13.

■ **KWAZ (1460 khz) Lubbock, Tex.**—Seeks CP to change city of license to Carlisle, Tex.; change hours of operation to unlimited by adding night service with 500 w; install DA-N; change TL, and make changes in ant. sys. Ann. June 13.

Accepted

■ **KGMS (1380 khz) Sacramento, Calif.**—Seeks modification of CP (BP-21203) to make changes in antenna system: increase antenna efficiency and change parameters. Ann. June 14.

■ **KBQN (580 khz) Columbus, Ga.**—Seeks modification of CP (800825AF) to change TL. Ann. June 14.

■ **WMPP (1470 khz) Chicago Heights, Ill.**—Seeks modification of license to operate by RC from SL. Ann. June 13.

■ **WSKE (1040 khz) Everett, Pa.**—Seeks modification of CP (BP-820715AA) to make changes in ant. sys. Ann. June 15.

■ **KGAA (1460 khz) Kirkland, Wash.**—Seeks modification of CP (20525) to augment standard pattern. Ann. June 14.

FM applications

Tendered

■ **KHYV-FM Modesto, Calif.**—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 500 ft., and make changes in ant. sys. Ann. June 17.

■ **WKTG (93.9 mhz) Madisonville, Ky.**—Seeks CP to change ERP to 100 kw and change HAAT to 455 ft. Ann. June 17.

■ **KGTS (91.5 mhz) College Place, Wash.**—Seeks CP to change frequency to 91.5 mhz; change TL, and make changes in ant. sys. Ann. June 17.

Accepted

■ **KMCK-FM (105.7 mhz) Siloam Springs, Ariz.**—Seeks CP to make changes in antenna system; change TL, and change coordinates. Ann. June 14.

■ **KLIQ-FM (102.7 mhz) Manitou Springs, Colo.**—Seeks CP to make changes in antenna system and increase ERP to 100 kw. Ann. June 14.

■ ***WRAS (88.5 mhz) Atlanta**—Seeks to change site; change antenna; change transmission line; change ERP to 30 kw; change HAAT to 423 ft., and change coordinates. Ann. June 14.

■ **WXXQ (98.5 mhz) Freeport, Ill.**—Seeks CP to make changes in antenna system and change ERP to 25 kw. Ann. June 15.

■ ***KAVT-FM (91.3 mhz) Austin, Minn.**—Seeks to change antenna height to 208.5 ft. on existing tower. Ann. June 15.

■ **WPRB (103.3 mhz) Princeton, N.J.**—Seeks CP to change TL; change ERP to 6 kw; change HAAT to 823 ft., and make changes in ant. sys. Ann. June 15.

■ **WPDH-FM (101.5 mhz) Poughkeepsie, N.Y.**—Seeks CP to make changes in antenna system and increase ERP to 4.4 kw. Ann. June 13.

Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

■ **WSEZ (93.1 mhz) Winston-Salem, N.C.**—Seeks CP to make changes in antenna system; change ERP to 100 kw; change HAAT to 243 ft., and change transmitter. Ann. June 14.

■ **WCLV (95.5 mhz) Cleveland**—Seeks CP to make changes in antenna system; increase ERP to 40 kw; decrease HAAT to 580 ft.; change coordinates, and change TL. Ann. June 14.

■ **KMTB (104.7 mhz) Florence, Ore.**—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Florence-Corvallis-Eugene." Ann. June 13.

■ **WNOK-FM (104.7 mhz) Columbia, S.C.**—Seeks CP to make changes in antenna system; increase ERP to 98 kw and increase HAAT to 1,004 ft. Ann. June 13.

■ **KRLY (93.7 mhz) Houston**—Seeks modification of CP (BPH-830504AA, as mod.); decrease HAAT to 1,720 ft., and change coordinates. Ann. June 14.

■ **KHYS (98.5 mhz) Port Arthur, Tex.**—Seeks CP to make changes in antenna system; increase ERP to 100 kw, and increase HAAT to 437 ft. Ann. June 13.

■ **WESD (94.7 mhz) Schofield, Wis.**—Seeks CP to change frequency to 94.7 mhz. Ann. June 14.

TV applications

Tendered

■ **WMKT (ch. 54) Muskegon, Mich.**—Seeks MP (BPCT-810918KM) to change ERP to 3,744 kw vis., 374 kw aud., and change TL. Major environmental action. Ann. June 14.

Accepted

■ **WFYZ (ch. 39) Murfreesboro, Tenn.**—Seeks MP to change ERP to 5,000 kw vis., 500 kw aud.; change TL, and change HAAT to 821 ft. Ann. June 14.

AM actions

■ **KLLE (1110 khz) Marana, Ariz.**—Granted MP (BP-811006AB, as mod.) to make changes in antenna system; increase height of tower, and change TL. Action June 10.

■ **KRED (1480 khz) Eureka, Calif.**—Granted CP to make changes in TL. Action June 10.

■ **WAXE (1370 khz) Vero Beach, Fla.**—Granted MP (BP-820505A) to change TL. Action June 10.

■ **WJJD (1160 khz) Chicago**—Granted modification of license to operate by RC from SL. Action June 7.

■ **KFRM (550 khz) Salina, Kan.**—Granted modification of license to operate by RC from SL. Action June 6.

■ **WSFW (1110 khz) Seneca Falls, N.Y.**—Dismissed application for CP to make changes in antenna system and increase height of tower. Action Feb. 24.

■ **WCPO (1330 khz) Havelock, N.C.**—Granted CP to increase antenna height. Action June 6.

■ **WGOS (1070 khz) High Point, N.C.**—Dismissed application for CP to make changes in antenna system; decrease height of tower, and change TL. Action June 9.

■ **WCNS (1480 khz) Latrobe, Pa.**—Granted CP to change hours of operation to unlimited by adding night service with 1 kw, DA-N (night site). Major environmental action under section 1.1305. Action June 8.

■ **WHIM (1110 khz) Providence, R.I.**—Granted modification of license to operate by RC from SL. Action June 7.

■ **WSVQ (740 khz) Harrogate, Tenn.**—Granted CP to increase power to 1 kw. Action June 9.

FM actions

■ **KSAA (105.5 mhz) Casa Grande, Ariz.**—Granted CP to change TL; decrease ERP to 1.9 kw; change HAAT to 362 ft., and change TPO. Action June 3.

■ ***KABF (88.3 mhz) Little Rock, Ark.**—Dismissed modification of CP (BPED-2617, as mod.) to change TL; change type trans.; change type antenna; decrease HAAT to 642 ft. (H), and change TPO. Action June 8.

■ **KDES-FM (104.7 mhz) Palm Springs, Calif.**—Granted CP to install auxiliary antenna at main TL; ERP: .092 kw; HAAT: 521 ft., and change TPO (for auxiliary purposes only). Action June 10.

■ **WCHK-FM (105.5 mhz) Canton, Ga.**—Granted CP to utilize former main trans. as auxiliary; install auxiliary antenna at main TL to be operated on 3 kw; HAAT: 83 ft., and change TPO (for auxiliary purposes only). Action June 9.

■ ***WRVG-FM (89.9 mhz) Georgetown, Ky.**—Granted CP to change frequency to 89.9 mhz. Action May 25.

■ **WFMI (100.1 mhz) Winchester, Ky.**—Granted CP to decrease ERP to 1.33 kw and increase HAAT to 430 ft.